## ORDER

Order / Rev: Orders

37438

Alt Order #:

08875298

Product Desc:

OBAMA/P/D

Estimate:

1904

Flight Dates:

Order Type:

10/02/12 - 10/08/12

Original Date / Rev:

09/28/12 / 09/28/12 **GENERAL** 

Primary AE:

KLAS Mike Jones

Sales Office:

K-WAS

Sales Region:

National

Agency

Name:

**GMMB** 

**Buying Contact:** 

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type:

Cash

Billing Calendar:

Billing Cycle:

Broadcast EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Priority:

Obama, Barack D-President

Demographic: **Product Codes:**  A35+

PO1

LV1

Order Separation:

Advertiser External ID:

New Business Thru:

Revenue Codes:

AGY, POL, CAND

Agency External ID:

**Totals** 

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/08/12	32	\$14,705.00	\$12,499.25		

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$14,705.00	\$12,499.25	0.00
Totals	32	\$14,705.00	\$12,499.25	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share Share Total KLAS 30% \$14,705.00

100% \$49,016.67 Market

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$12,254.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,450.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

l	_n	Ch	Start	End	Inventory Code	В	reak	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E	2	8	10/06/12	10/06/12	CBS Early Show -	Sat. C	M	5-7a	S-	:30	) 1	\$95.00LV2	0.00 NM	1	\$95.00
					CBS Early Show -	Sat.									
	-	CBS TH	IIS MORN	ING SATU	RDAY										
		Sta	rt Date	End Date	Weekdays	Spots/V	Veek	Rate	Rating						
	We	eek: 10/	01/12	10/07/12	S-		1	\$95.00	0.00						
Е	3	8	10/02/12	10/08/12	Live w/Kelly	С	M	9-10a	MTWTF	:30	) 2	\$300.00LV2	0.00 NM	2	\$600.00
					Live w/Kelly										

Print Date: 10/01/12 08:16:04 Page 2 of 3

**KLAS** 

Order / Rev:

37438

Advertiser:

Obama, Barack D-President

Alt Order #: Flight Dates: 08875298

10/02/12 - 10/08/12

Product Desc:

OBAMA/P/D

Estimate:

1904

Ln Ch End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Start LIVE! WITH KELLY Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/02/12 10/08/12 MTWTF--\$300.00 0.00 0.00 NM \$975.00 E 5 8 10/02/12 10/08/12 8 News Now Noon M-F CM 12-1230p MTWTF--:30 3 \$325.00LV2 3 8 News Now Noon M-F **8 NEWS NOW AT NOON** Start Date **End Date Weekdays** Spots/Week Rate Rating MTWTF--Week: 10/02/12 10/08/12 3 \$325.00 0.00 CM 3-4p MTWTF--:30 \$375.00LV3 0.00 NM 5 \$1,875.00 E 8 8 10/02/12 10/08/12 Filen Ellen **ELLEN End Date** Rating Start Date Spots/Week Rate **Weekdays** Week: 10/02/12 10/08/12 MTWTF--5 \$375.00 0.00 ----S-:30 \$275.00LV2 0.00 NM 1 \$275.00 E 9 8 10/06/12 10/06/12 Politics Now S Sebelius CM Various Politics Now S Sebelius (5:30 PM-6:00 PM) THE INSIDER WEEKEND Start Date **End Date** Weekdays Spots/Week Rate Rating 10/07/12 ----S-\$275.00 0.00 Week: 10/01/12 4-5p \$350.00LV3 \$1,400.00 CM MTWTF--:30 0.00 NM 10/02/12 10/08/12 8 News Now 4p M-F (4:30 PM-5:00 PM) 8 News Now 4p M-F **8 NEWS NOW AT 4PM & 430PM** Spots/Week Rating Start Date End Date **Weekdays** Rate MTWTF--\$350.00 0.00 10/08/12 Week: 10/02/12 2 0.00 NM 2 \$650.00 10/03/12 10/03/12 CM --W----:30 \$325.00LV2 E 12 8 Wed 10-11p 10-11p (10:30 PM-11:00 PM) Inside Edition INSIDE EDITION **End Date** Weekdays Start Date Spots/Week Rate Rating \$325.00 0.00 Week: 10/02/12 10/08/12 --W----10-11p :30 \$350.00LV2 0.00 NM 2 \$700.00 CM E 13 8 10/02/12 10/08/12 Wed 10-11p (10:00 PM-10:30 PM) **ET/INSIDER** Spots/Week **Weekdays** Rate Rating **Start Date End Date** 10/08/12 --W----\$350.00 0.00 Week: 10/02/12 10-11p :30 \$1,600.00LV2 0.00 NM \$1,600.00 E 16 10/05/12 10/05/12 Fri 10-11p CM ----F--1 8 **Blue Bloods BLUE BLOODS** Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating ----F--0.00 Week: 10/01/12 10/07/12 \$1,600.00 :30 2 \$20.00LV2 0.00 NM 2 \$40.00 MTWTF--E 17 8 10/02/12 10/08/12 137-237a M-F Elec Plyg@M 137-207a (1:37 XM-2:37 XM) **Electric Playground** NATE BERKUS Start Date **End Date Weekdays** Spots/Week Rate Rating 10/08/12 MTWTF--\$20.00 0.00 Week: 10/02/12 12.35a-1.35a ----S-:30 1 \$40.00LV3 0.00 NM 1 \$40.00 8 10/06/12 10/06/12 Sat 1235-135a DaVinci I6M E 18 Da Vinci Inquest (12:35 XM-1:35 XM) **BROTHERS & SISTERS** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/01/12 10/07/12 ----S-\$40.00 0.00 :30 1 \$30.00LV3 0.00 NM 1 \$30.00 Sun 105-205a Bros/Sist@M 105-205a ----S E 19 8 10/07/12 10/07/12 (1:05 XM-2:05 XM) Crimetime Saturday **BROTHERS & SISTERS** Spots/Week Rating **End Date Weekdays** Rate Start Date ----S \$30.00 0.00 Week: 10/01/12 10/07/12 \$2,300.00 --W----:30 1 \$2,300.00LV2 0.00 NM 1 10/02/12 10/07/12 Wed 9-10p CM 9-10p N 20 CSI Spots/Week Rating **Weekdays** Rate Start Date **End Date** --W----\$2,300.00 0.00 Week: 10/01/12 10/07/12 1 \$3,500.00 0.00 NM 2 10/02/12 10/07/12 8 News Now 5-630p M-FCM 5-630p -TWTF--:30 2 \$1,750.00LV1 N21 8 News Now 5-630p M-F Spots/Week Rating **Weekdays** Rate Start Date **End Date** -TWTF--2 \$1,750.00 0.00 Week: 10/01/12 10/07/12

Print Date: 10/01/12 08:16:04 Page 3 of 3

KLAS

Order / Rev: Alt Order #:

Flight Dates:

37438

08875298

10/02/12 - 10/08/12

Advertis

Advertiser:

Obama, Barack D-President

Product Desc:

OBAMA/P/D

Estimate:

1904

Ln C	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 22	8	10/02/12	10/07/12	Sat Prime Special KLAS Movie: The		8-10p	\$-	:30	1	\$500.00LV2	0.00 NM	1	\$500.00
Wee	<u>Sta</u> ek: 10/	<u>rt Date</u> 01/12	End Date 10/07/12	Weekdays	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00						
N 23	8	10/02/12	2 10/07/12			4-5a	-TWTF	:30	2	\$50.00LV2	0.00 NM	2	\$100.00
				8 News Now 4-5a	ì								
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 10/	01/12	10/07/12	-TWTF	2	\$50.00	0.00						
N 24	8	10/03/12	2 10/03/12	8 News Now 4-5a	CM	4-5a	W	:30	1	\$25.00LV3	0.00 NM	1	\$25.00
				8 News Now 4-5a	1								
	Sta	t Date	End Date	Weekdays .	Spots/Week	<u>Rate</u>	Rating						
Wee	k: 10/	01/12	10/07/12	W	1	\$25.00	0.00						
				·							Totals	32	\$14,705.00